

## Electronic Acknowledgement Receipt

<b>EFS ID:</b>	2277503
<b>Application Number:</b>	09767431
<b>International Application Number:</b>	
<b>Confirmation Number:</b>	9566
<b>Title of Invention:</b>	Brand equity system and method of increasing the same
<b>First Named Inventor/Applicant Name:</b>	Charles L. Jones
<b>Customer Number:</b>	173
<b>Filer:</b>	John F. Colligan/Deborah Tomaszewski
<b>Filer Authorized By:</b>	John F. Colligan
<b>Attorney Docket Number:</b>	US20000181
<b>Receipt Date:</b>	04-OCT-2007
<b>Filing Date:</b>	22-JAN-2001
<b>Time Stamp:</b>	09:03:22
<b>Application Type:</b>	Utility under 35 USC 111(a)

### Payment information:

Submitted with Payment	no
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### File Listing:

Document Number	Document Description	File Name	File Size(Bytes) /Message Digest	Multi Part /.zip	Pages (if appl.)
1		US20000181amd2.pdf	59787 4013945321e8e8cca0e73aec593b8b592a3ff048	yes	9

	Multipart Description/PDF files in .zip description		
	Document Description	Start	End
	Amendment - After Non-Final Rejection	1	1
	Claims	2	5
	Applicant Arguments/Remarks Made in an Amendment	6	9

**Warnings:**

**Information:**

<b>Total Files Size (in bytes):</b>	59787
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**New Applications Under 35 U.S.C. 111**

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

**National Stage of an International Application under 35 U.S.C. 371**

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

**New International Application Filed with the USPTO as a Receiving Office**

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.